Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID52670
Project Name	Personal Expense Tracker
Maximum Marks	4 Marks

SCENARIO

Browsing, booking, attending, and rating a local city tour

		Entice — How does someone initially become aware of this process?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Steps — What does the person (or group) typically experience?		User manage to take note of daily expenses · User intend to track expenses · User hardly take notes of daily expenses and savings · They get to know about expense trackers by advertisement	User enter their salary and plan · They configure daily and monthly expenses · They enter Monthly salary and bonuses and choose related plans to save money	They enter their routine expenses · System store expenses of User	User get to know about expenses according to the plan	User can get reports of expenses recorded
Interactions — What interactions do they have at each step along the way? ■ **People:** Who do they see or talk to? ■ **Places:** Where are they? ■ **Things:** What digital touchpoints or physical objects would they use?		User get Introduction about Expense Tracker · They interact with system about how they track expenses	User get to know about plans to save money with their income · User can select procedure about tracking expenses	System track expenses about user expenditure by tracking payments · System also record every payment made by user manually	System generate report about expenses of user at month end	System also send emails about expenses and warnings
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")		Get know about Expense Tracker · To Save money	To get plan according to Monthly salary	System intend to track expenses made by user	user expect to get reports about expenses	Use intend to get notifications about expenses
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		Getting info about tracking expenses	Choosing Plans according to salaries	Tracking expenses and get warning about exceeding pains	User get reports of tracking expenses	User get reports and notifications of tracking expenses in emails
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		User confuses when getting awareness of expense tracker	User find it difficult to chose plan according to their salaries	User felt confusing when tracking of their expenses due to policies	User find it difficult to adjust expenses due to expense reports	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?		We can recommend few videos regarding expense tracking	system can recommend plan and their effectiveness to User	System can make suggestion on tracking expenses	User find few suggestion on saving money	